

## M.A.P. Team Meeting

**Wednesday, October 25, 2006 8:30 AM**

Agency of Commerce & Community Development

6<sup>th</sup> Floor, Calvin Coolidge Conf. Room, National Life Building, Montpelier

**Attendees:** Christine Werneke (CMO); Kate Rouelle (ACCD –CMO); Kathleen Horton (DOH); John Dumville (DHP); Doug Pine (DHR); David Metraux (ACCD); Marcia Lawrence (DLC); Craig Whipple (FPR); Rochelle Skinner (FPR); Harry Bell (DII); Lynn Bruce (DCF); Kevin Moore (BGS); Sally Redpath (DOL); Lilly Talbert (VCW); Mike Tierney (VDIC)

**Minutes** of September 27th: Revisions brought forth.

Revised: Kathleen Horton is thinking of working with the Information Centers on creating a kiosk display with links to the health department.

To: REVISION: 11/06/06: Kathleen Horton is working on a kiosk display as a building directory for the front lobby of the Health Department.

**Important meeting information:** The next meeting will be held on Wednesday, December 6, 2006 at 9:00 AM at National Life Building, 6<sup>th</sup> Floor, Calvin Coolidge Conf. Room.

Going forward, MAP meeting will begin at 9:00 AM and end at 11:30 AM.

### State Photography needs

Kate outlined the strategy for building the inventory of photographs that meet individual department needs. A statewide image library approach was presented. Kate gave an update on the current status of this project and the project timeline. Also discussed was the creation of a contracted photographer position. To complement a contracted photographer, she shared a proposal from Skye Chalmer's offering a subscription to his library of photos. Sample thumbnail pages were handed out for review.

As part of the effort to build a more comprehensive photography library, the group also discussed:

- use and protection of sensitive photography,
- how to prevent cross messaging,
- proposal of a sensitive image category in image relay that is tracked periodically for usage and requires a special password.

The VSEA may be interested in assisting with photography as part of their outreach efforts; Kate will contact them for further research.

The group offered feedback on the draft photography primer. Items mentioned included:

- how broadly will it be distributed,
- availability on Image Relay,
- addressing where to look for outside stock photography,
- other resources it may provide,
- creating a new category for “general” state wide use,
- avoiding the deconstruction of an image, associated guidance,
- how and when to credit photography, and
- image accessibility to the press and ad agencies.

### **Web Look and Feel:**

Harry gave a short historical overview of the web’s look and feel policy and standard and emphasized its continual change.

His department is asking for feedback to include comments, suggestions, and concerns about the existing look and feel as well as the policy currently in place.

The web taskforce meeting is set for the third Wednesday in November, where the existing policy will be reviewed and updates will be considered. If you have any comments please deliver them to Harry ([harry.bell@state.vt.us](mailto:harry.bell@state.vt.us)) by the second week in November.

Included is the current list of web taskforce members and participating departments, if you have questions contact your local taskforce member. There is no definitive date set for the new standards release as of yet.

Bell, Harry (DII)

Miller, Ann (Agency of Human Services)

Bob Hammer (Dept. of Children and Families)

Dean, Dana (ACCD)

Diane Zeigler (Arts Council)

Joanna Cummings (Dept. of Health)

Kahn, Jeff (AHS, Office of VT Health Access)

LaPera, Michael (Agency of Human Services)

Larry Floersch (Dept. of Children and Families)

Leclerc, Angela (BGS)

Marshia, Scott (Agency of Agriculture)

Martin, Sylvia (Dept. of Public Safety)

McShane, Sybil (Dept. of Libraries)

Metraux, David (ACCD)

Nailor, Shawn (AOT)

Shawn Kasulka (Taxes)

Sheila Kearns (Dept. of Libraries)

Steve Sharp (VCGI)

Joe Nu (Dept. of Children and Families)

Harry discussed the new web portal, its design, and the template currently in development. It will be designed to accommodate dynamic capabilities.

A new content management system (CMS- an editing tool for individual local updates and uploads) will be universally available anywhere there is web access for anyone doing web maintenance.

Doug brought up the Web portal launch Q&A session that took place Thursday October 26<sup>th</sup> in the Pavilion Building in Montpelier at 9am.

Harry described the difference between CMS (simple databases and static web pages) and the [NICUSA –NEI] VIC system (transactional system).

He discussed the state relationship with VIC, the past three year history. He commented that VIC is only in existence for the state, we are its only client and the contract has changed from maintenance to a full service contract.

The question of look and feel for the web standards manual was brought up. Should the web standards guide be in more compliance with the brand manual and the guidelines associated with print documents? Harry will consider the possible inclusion of more compliant design aspects in future standards.

#### **New brand manual in development:**

Christine is working with individual organizations on how to adapt their marketing efforts to the new branding guidelines.

She is also working with DII on the look and feel of the new Vermont.gov homepage, making it more visually appealing and user friendly.

This new branding document, still in draft stage, is not intended as a standard but as a guideline to use as a resource when marketing entities are designing marketing campaigns and print documents.

#### **Quad update:**

Vermont's quadricentennial celebrating the founding of Lake Champlain is scheduled for the summer of 2009. A diversity of events will be taking place throughout the summer. The committee received a \$100,000 one time grant to create branding, creative and assist with the planning. The committee is working with PDI for the creative and marketing of the event.

A logo has been developed and the website is up and running:

<http://www.celebratechamplain.org/>

This is a great opportunity for departments to work together and plan cooperative events. For example Parks and Historic Sites - Come stay at a park along Lake Champlain and receive free admission to one historic site nearby.

Education material is currently being developed.

The committee is working with the state of New York and Quebec on tri-regional events.

The entire program was launched with the cancellation of a quadricentennial stamp.

If you have any questions or would like to become more involved with the celebration contact, Bruce Hyde at [bruce.hyde@state.vt.us](mailto:bruce.hyde@state.vt.us) or Steve Cook at 828-3516 or [steve.cook@state.vt.us](mailto:steve.cook@state.vt.us)

**Open Discussion:**

VDTM: a visitor profile survey is currently in development. The survey will gather information on visitors relating to how they spent their time here and gathering demographic information such as:

- Types of vacations
- Where they stayed
- How much they spent
- Where they dined
- Activities
- Cultural interests
- Rest and relaxation activities

State Parks is participating in this survey.

The survey is expected to launch very soon. Tourism will be working with EPR research firm to assist with the evaluation process.

A new travel itinerary planner is going live on [www.vermontvacation.com](http://www.vermontvacation.com) at the end of October. Steve is very excited about this new resource tourism is able to offer its visitors.

The Vermont Pet friendly state campaign has created a lot of positive PR for the Department of Tourism and Marketing as well as the state of Vermont.

This is a great opportunity for State Parks and Tourism to work together in supporting dog friendly sites.

Health: it is lead poisoning week, and the flu shots campaign is being filmed.